

**Great American Media**      **Democratic Congressional Cpgn Comm/ Issue**  
 1010 Wisconsin Avenue NW      **Submission Number 261**      **Issue 2**

Washington DC 20007



**WNCN-TV**

1205 Front St.  
 Raleigh, NC 27609

**PHONE (919) 836-1717 FAX (919) 836-1747**

Client:	Democratic Congressional Cpgn Comm/ Issue	Submission Cost:	24455	Campaign Ref:	E:063372720
Buyer:	..	Client/Product/Estimate:	11/14/1576	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06337272
Est./PO Number:	06337272	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Product:	Dccc	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type		Rate	Spot Type	09/24	10/01	Total	C
1	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03		175	Nbr of Spots	4		4	
6	M-F 6a News ..WTF..	03		350	30 Comm				
8	M-F 730p Extra ..WTF..	03		275	30 Comm	Nbr of Spots	2	2	
9	M-F 9a Today Show II ..WTF..	03		250	30 Comm	Nbr of Spots	2	2	
11	M-Su 11p News ..WTF..	03		615	30 Comm	Nbr of Spots	2	2	
12	M-F 1135p ET / 1035p CT Tonight Show M.....	03		175	30 Comm	Nbr of Spots	1	1	
15	Ryder Cup Sat MTWTFSS Isolations: W/C 09/24 ....S.	01		1200	30 Comm	Nbr of Spots	1	1	
16	Ryder Cup Sun MTWTFSS Isolations: W/C 09/24 ....S	01		1200	30 Comm	Nbr of Spots	1	1	
17	M-Su Late News Late Run ..S	02		2000	30 Comm	Nbr of Spots	1	1	

**Weekly Totals:**

Total Spots(Ord Spots)

Closed PR

1

1

29

3

32

1

Local

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Est./PO Number:	06337272	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	C
18	Sun 6p News ..S	03	200	30 Comme	Nbr of Spots	1	1	
19	M-F 4p Ellen ..WTF..	03	250	30 Comme	Nbr of Spots	1	1	
20	M-F 5p Judge Judy ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	
21	M-F 530p Judge Judy ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	
22	M-F 6p News ..WTF..	03	400	30 Comme	Nbr of Spots	2	2	
23	M-F 7a Today Show ..WTF..	03	650	30 Comme	Nbr of Spots	2	2	
24	Sun 815p ET / 715p CT NBC Sunday Night Football ..S	03	11000	30 Comme	Nbr of Spots	1	1	
25	M-F 4p Ellen M.....	03	250	30 Comme	Nbr of Spots	1	1	
26	M-F 7a Today Show M.....	03	650	30 Comme	Nbr of Spots	1	1	
27	M-F 4p Ellen ..TF..	03	250	30 Comme	Nbr of Spots	1	1	
<b>Weekly Totals:</b>				Total Spots(Ord Spots)	29	3	32	1
				Closed PR	1			

Local

Pre-emption Summary								
Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
19	M-F 4p Ellen	:30 Commercial	09/24/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E-063372720

Grand Totals	
Month 9 Weeks: 5	
Spots	32
Cost	24455
	23380
	29
	1075
Month 10 Weeks: 4	
	3

Grand Totals:	
Spots:	
Gross Total:	24,455.00
Commission:	3,668.25
Net Total:	20,786.75

REP HEADLINE# 6337272 TRF# E:063372  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP26/12 14-58  
\*\*CHANGES\*\* \*\*\* WNCN-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/DCCC  
AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA

3050 K ST NW,  
WASHINGTON, DC 20007

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME MIKE FURMAN  
SALES PRSN WA - MICK NESCI (H)

ORDER # \_\_\_\_\_ CONTRACT # 6337272  
PRDCT DCCC EST#1576 COMMENTS: (LINE, ORDER, INVOICE)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES SEP25/12 OCT1/12 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED

DATE SEP26/12 14-58

REP: REVISED ORDER

ZEROED LN 11  
ADDED LN 18  
TTL SAME  
PLS CFM  
THANKS, MIKE FOR MICK

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTL:  
:LINE#: : : : : : : DATE : DATE : /WK: INVT : :SPTS:

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1576  
AGENCY PRODUCT CODE = 14

11	S	600P-630P	30	\$200.00	9/29	9/29	0	SAT	0
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PROGRAM : NBC 17 NEWS AT 6PM  
CON COM1: NBC 17 NEWS AT 6PM

REP HEADLINE# 6337272 TRF# E:063372  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP SEP26/12 14:58  
\*\*\*CHANGES\*\*\* \*\*\* WNCN-TV \*\*\*

LINE#	DATE	DATE	/WK:	INVT	:SPTS:				
18	A	600P-630P	30	\$200.00	9/30	9/30	1	SUN	1
PROGRAM : SUN 6P NEWS									
ORD COM1: NO SAT 6P NEWS D/T SPORTS - MG BOOKED SUN 6P NEWS 9/30									
ORD COM2: PLS ADVISE									
THIS IS A MAKE-GOOD FOR SEP29 ON LINE-11 FOR 1 SPOT/WK									
STATION MAKEGOOD OFFERS:									
ML	OK'D	BUY#11	MISSED: SAT/600P-630P	SEP29	30S	\$200.00	(SEP25/12)		
OFFER: SUN/600P-630P									
CMT: NO SAT 6P NEWS D/T SPORTS - MG BOOKED SUN 6P NEWS 9/30									
CMT: PLS ADVISE									

SEP/12	23380.00	OCT/12	\$1,075.00
		CONTRACT TOTAL	24455.00
		TOTAL SPOTS	32

MARKET TOTALS \$244,550 WNCN 10% WRAL 40% WTVD 40% WRAZ 8% WRDC 0% WLFL 2% CABL 0%  
ESTIMATED SHARES  
SVC - NSI BOOKS - OCT/11 NOV/11 NOV/PJ EST/ES  
DEMOS - RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLR

REP HEADLINE# 6337272  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP25/12 13.10  
\*\*\* WNCN-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/DCCC  
AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME MIKE FURMAN

3050 K ST NW,

SALES PRSN WA- MICK NESCI (H)

ORDER # \_\_\_\_\_  
WASHINGTON, DC 20007

CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC CONTRACT # 6337272  
EST#1576 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

DATE SEP25/12 13.10

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED

REP: NEW ORDER

TTL 24455 @ 32X

PLS CFM

THANKS, MIKE FOR MICK

CON CM

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 24455.00  
TOTAL SPOTS 32



REP HEADLINE# 6337272  
\*\*\* ORIGINAT REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 6337272

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

CREDIT RISK !!!  
HARRIS REPORT FROM RE

SEP25/12 10-45  
30

3605

MARKET	TOTALS	\$244,550	WNCN	10%	WRAL	40%	WTVD	40%	WRAZ	8%	WRDC	0%	WLFL	2%	CABL
ESTIMATED SHARES	SVC - NSI	BOOKS -	OCT/11	NOV/11	NOV/PJ	EST/ES	DEMOS - RA35+*								

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date
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I, Sarah Lervene  
do hereby request station time concerning the following issue:

--	--	--	--	--	--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

*AS ORDERED*

Total Charges:
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This broadcast time will be used by: Democratic Congressional  
Campaign Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

*Democratic Congressional Campaign Committee  
430 South Capitol St.  
Washington, DC 20003*

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*krishie mark, chief operating officer*

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/18/11

Date

John H. Meier

Signature

202 338 8700

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title